

media release

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Contact:

Tom Lipetzky, (303) 239-4117, Tom.Lipetzky@state.co.us

Colorado Proud Guides Cooperative Effort to Promote Colorado Food and Agricultural Products

15 yr. program serves as model for state's new marketing initiative.

LAKEWOOD, Colo. – Colorado Proud, the Colorado Department of Agriculture's consumer promotional program, is working with byCOLORADO, the new state marketing program, to promote Colorado businesses in and outside of the state. Celebrating its 15th anniversary this summer, Colorado Proud has helped elevate Colorado's agricultural industry, which contributes more than \$40 billion and 171,000 jobs annually to the state's economy. The Colorado Proud program will continue to promote food and agricultural products that are grown, raised or processed in the state, while its new sister program, byCOLORADO, will focus its efforts on helping local producers share their stories with consumers outside of Colorado along with promoting non-agricultural industries.

"Colorado Proud has been very successful and done great things for Colorado's food and agricultural industry," said Commissioner of Agriculture John Salazar. "The program will continue to promote local products to consumers within the state and brandCOLORADO's efforts will support what Colorado Proud is already doing."

Colorado Proud was developed by the Colorado Department of Agriculture in 1999 to promote food and agricultural products. Over the past 15 years the program has grown to more than 2,000 members,

including farmers, ranchers, food manufacturers, restaurants and retailers. The program will celebrate its anniversary this summer with the “Choose Colorado Tour,” a statewide campaign promoting local products to consumers.

The byColorado effort was launched in December of 2013 to help stimulate economic growth and make it easier to “buy local” by promoting non-agriculture companies such as technology, apparel, manufacturing, energy, service businesses, etc. Both programs will continue their efforts in promoting local products, and will work together to meet common goals.

“Colorado Proud and byCOLORADO share a common goal and have been collaborating from the inception of this new program,” said Aaron Kennedy, the State’s Chief Marketing Officer. “We are excited to help build upon the success of the Colorado Proud program to offer companies of all industries the opportunity to be identified with Colorado.”

For more information about Colorado Proud, visit www.coloradoproud.org, and for more information about byCOLORADO, visit www.brandcolorado.com.

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About Colorado Proud

The Colorado Proud Program was created by the Colorado Department of Agriculture in 1999 to promote Colorado food and agricultural products that are grown, raised or processed in the state. One of the goals of Colorado Proud is to make it easier for consumers to identify and purchase Colorado products by labeling them with the Colorado Proud logo. In 1999 the program started with 65 companies, and now the Colorado Proud Program has more than 2,000 members that include growers, processors, restaurants, retailers and associations statewide.

About brandCOLORADO and byCOLORADO

The purpose of the brandCOLORADO project is to create sustainable economic vitality by helping Colorado become more competitive in the global marketplace for talent, trade and tourism. This means communicating that Colorado is not only a place with an amazing lifestyle but also one where you can build a world-class career. The byCOLORADO program is an important component of the initiative. It provides Colorado companies a uniform way to convey that they are based here or manufacture/grow/design things here and/or have made a significant commitment to employ Coloradans.

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